

The Wanamaker Store.

The Mechanic Arts. Products and Prices

Mechanics produce merchandise. Merchants sell it. It is trite but true that the good merchant studies how to wisely lose and spend money. Losses clean out stocks. Expenditures produce sales. These forces are at work in times of greatest prosperity. They reconcile paradoxes. They explain apparent extravagances. Great losses are being made on Shoes, Handkerchiefs and Furniture as now being sold here. Who the losers are does not concern you.

Twenty Thousand Handkerchiefs

That's all. Sounds big but it isn't. Sales amounted to nearly that number yesterday when half New York was out of town.

Do you remember the story? Started with 37,764 Handkerchiefs yesterday morning. The year's crop of Belfast alleged seconds, only they are firsts for such of us as are neither spies nor critics. Neither you nor anyone in the world will ever know that one thread is thicker than the other or that a stitch has been dropped from the hem. And yet you buy Handkerchiefs that are well worth 50c or 25c for 12½c. Story long, time short, statement brief but solid. If you are interested come today. Handkerchiefs have a habit of flirting themselves away.

The Trade Sale of Shoes

Unmatched for quantity, variety and cheapness the special sale proceeds. It is on the Fifth Floor.

The force lies in the statement that the special shoe prices are one-third and one-half below current shoes prices in New York to-day. Reverse the comparison: Some of them would cost you one-half more, others double, if bought elsewhere.

Men's and Boys', Women's and Girls' Shoes. The detail is only suggestive—

Women's Shoes—\$1.15 to \$2.65

\$1.15—Laced. Kid and calf. Values \$2 at wholesale. \$1.35—Laced; kid; welted soles. Values \$1.75.

\$1.70—Button and lace; many brand-new lasts; tips of kid or patent leather. Some suede soles. Mostly \$2.50 values.

\$2.05—First class shoes; laced and buttoned. The latest styles. Some Oxford.

70c—Horse shoes; flexible soles; open cut; tan and black.

Misses' Shoes—

95c—Kid, patent-leather tips, spring heels. Sizes 11 to 2. Value \$1.25.

Boys' Shoes—

\$1 to \$1.90—A variety of satisfying styles. Values double.

Men's Shoes—\$1.60 to \$2.65

\$1.75—Calf and grain leather; tan and brown. Spring weight or leather lined. Values \$3 and \$3.50.

\$2.30—Button shoes in calfskin. Lace soles in calfskin, enamel and patent leather, kidskin and box calf. Welted soles. Value \$3.50.

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